



Rockwell Automation
Charlotte Office
9401 Southern Pine Blvd, Suite E
Charlotte, NC 28273 USA
Tel 1.704.665.6000
www.rockwellautomation.com

October 29, 2025

City of Hendersonville
Attn: Chad Freeman
305 Williams Street
Hendersonville, NC 28792

Re: **Rockwell Automation Authorized Allen-Bradley Distributors**

Rockwell Automation extends and enhances its own significant automation capabilities by partnering with a network of authorized distributors. Some of the many benefits that customers enjoy working with their local authorized Allen-Bradley distributor include:

- Access to local distributor inventory (including spares and replacement parts)
- Technical assistance from local distributor product specialists
- A knowledgeable staff that has access to factory training
- Rockwell Automation support of local distributor activities

REXEL USA INC. – Asheville, NC is the only distributor authorized by Rockwell Automation to sell **Allen-Bradley** and **Rockwell** Software products, along with related services; including technical support contracts as well as training, in the geographic area in which your facility is located. As a matter of Company policy, Rockwell Automation only provides product and sales support to the local authorized distributor, and it is our practice and policy to always promote and recommend that customers buy from their local authorized Allen-Bradley / Rockwell Automation distributor. Rockwell Automation discourages purchasing from non-authorized sources, including distributors who may hold an Allen-Bradley appointment in another area.

If you purchase Allen-Bradley / Rockwell Automation products from an unauthorized source, you may not receive the latest version. The latest version of Allen-Bradley products, along with related factory product services, only is available through your local authorized Allen-Bradley / Rockwell Automation distributor.

Also, products that are not purchased directly from Rockwell Automation or its local authorized distributor may not be covered by a manufacturer's warranty. Rockwell Automation's standard manufacturer's warranty covers new Allen-Bradley products for a period of one year from the date of Rockwell Automation's or its authorized Allen-Bradley distributor's invoice to the customer.

expanding human possibility



Allen-Bradley
by ROCKWELL AUTOMATION



FactoryTalk
by ROCKWELL AUTOMATION



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As a result, there is no assurance that products sourced from unauthorized parties will carry a valid and unexpired manufacturer's warranty. Customers purchasing products from unauthorized sources should not assume that they will receive any rights under any Rockwell Automation factory warranty. Only an authorized Allen-Bradley distributor may offer access to factory warranty coverage on Allen-Bradley products.

We recognize that price can be an important consideration in any purchasing decision; however, it also is important that customers understand what they are getting for that price (or in the case of purchases from an unauthorized source, what they are not getting). Rockwell Automation firmly believes that the best customer value in the long-run is achieved by dealing with the local authorized Allen-Bradley distributor.

Should you have any further questions, please do not hesitate to contact **REXEL USA INC.** at 828-255-8899 or your local Rockwell Automation sales office at 704-665-6000.

Respectfully,

Stacy Reading

Territory Account Manager

cc: **REXEL USA INC.** – Asheville, NC

Post Script

The services referenced above include but are not limited to the Rockwell Automation Repair / Remanufacturing Services provided through our authorized distributor. A repair of a Rockwell Automation item through a non-authorized source would negate any factory warranty.

Best Regards,

Jay Pittroff
Partner Manager - Distributor
Rockwell Automation
(704)287-1174
e-mail: jjpittroff@rockwellautomation.com

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